

USE THIS COUPON
ON ANY STYLE
BENSON & HEDGES
AND GET \$1.00 OFF
ANY CARTON ONLY

Consumer: Limit - one coupon per purchase. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of the retailer. Offer good only in U.S.A. Consumer pays any sales tax.

Retailer: Philip Morris will reimburse you the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/25¢. Redeem by mailing to: Philip Morris U.S.A., CMS Dept. #28200, 1 Fawcett Drive, Del Rio, Texas 78840.



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CLUB BENSON & HEDGES
SMOKERS WELCOME



*After all, with Club Benson & Hedges,
you deserve the finest quality cigarette and more.*

*And later this year you can look forward to a completely new
collection of exclusive gifts selected especially for you,
our valued Benson & Hedges club members. And best of all,
they're free with pack UPCs.*

*Even a postcard to send to a special friend,
for big savings on your favorite cigarette.
There are lots of great things on the horizon, and to get you
started on your pleasure trip, we're including coupons
for your savings on your favorite cigarette.*

*This year, Club Benson & Hedges is going to even greater lengths
for your pleasure. With more offers, coupons and events
coming your way. All year long.*

YOUR PLEASURE TRIP STARTS TODAY.

**SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.**

**Look What's Coming
AROUND THE BEND.**